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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330

Letter No. 2548

March 6, 1992

FARM EXPORT FORECAST RAISED -- USDA has raised the forecast for U.S. ag exports in fiscal year 1992 by \$1 billion, to \$40 billion. Since the last forecast in December, prospects for U.S. exports of wheat, soybeans, soybean oil and horticultural products have improved. Also, wheat prices have strengthened because of tighter supplies, further boosting the outlook for export value. Weaker prospects for U.S. corn, cotton and tobacco exports were more than offset by gains in other products. **Contact: Steve MacDonald** (202) 219-0822.

NEW CONTACTS BOOKLET -- USDA's Economic Research Service, National Agricultural Statistics Service and the World Agricultural Outlook Board have just published a new "Information Contacts and Periodicals" booklet, which includes a complete calendar of reports from those agencies. For a copy, contact: **Marci Hilt** (202) 720-6445.

MOSELEY RESIGNS -- Assistant Secretary of Agriculture **James Moseley** is resigning effective April 15 to return to Indiana and resume farming. "I think we have made progress," Moseley said on the nation's environmental concerns. "However, there are still many environmental challenges that face this country and our agriculture industry." Secretary of Agriculture **Edward Madigan** said Moseley is "a good man, a very thoughtful, sincere person" and he hated to see him go. **Contact: Roger Runningen** (202) 720-4623.

DEMAND UP FOR CONSERVATION -- Landowners in the 10 Great Plains states signed more than 1,000 contracts last year to improve the quality of natural resources on nearly 3 million acres under the Great Plains Conservation Program. The program promoted total conservation treatment on farms or ranches with the most severe soil and water resource problems, says **William Richards**, chief of USDA's Soil Conservation Service. The program was authorized by Congress in 1956 primarily to protect the drought-prone Great Plains against wind erosion and to improve the economic stability of the region. **Contact: Ted Kupelian** (202) 720-5776.

WOMEN IN AGRICULTURE -- Women's roles in world agriculture are the subject of a new bibliography available from USDA's National Agricultural Library. The bibliography, called "Women in Agriculture" was compiled by **Jane Potter Gates**, with the library's Alternative Farming Systems Information Center. It lists nearly 500 selected articles, books, videotapes and reports that were published from 1979 through 1991 related to the role of women in world agriculture. **Contact: Brian Norris** (301) 504-6778.

AG HISTORY SOCIETY MEETING -- The Agricultural History Society will hold its annual meeting in Chicago, Ill., at the Palmer House Hilton Hotel Saturday, April 4, in conjunction with the meetings of the Organization of American Historians. "Henry A. Wallace and Irrigation Agriculture" is the subject of the presidential address. **Contact:** Wayne D. Rasmussen (202) 219-0787.

NATIONAL AG WEEK is March 15-21; National Agriculture Day is March 20 and National Women in Agriculture Day is March 19. **Contact:** Margaret Speich at the Agriculture Council of America (202) 682-9200.

NEW CORN RESISTS AFLATOXIN -- Seed companies have begun working with a new USDA corn that repels the fungus that makes aflatoxin. This is only the second strain of publicly-released corn able to resist aflatoxin. **Contact:** Gene E. Scott (601) 325-2736.

RECORD COTTON PRODUCTION -- USDA economists say the 1991 U.S. cotton crop totaled 17.5 million bales -- 13 percent above last season. Upland production is estimated at 17.14 million bales and extra-long staple at 399,000 bales. The harvested area in 1991 was 12.8 million acres, nearly 10 percent above last season. The yield per harvested acre is estimated at 656 pounds, up 22 pounds -- 3.5 percent -- from last year. **Contact:** Robert Skinner (202) 219-0840.

CATTLE INVENTORY HAS MODEST EXPANSION -- The Jan. 1 cattle inventory figures released in February confirmed that the U.S. cattle herd is expanding at a modest rate. The total cattle and calf inventory was up 1 percent from a year earlier and this marked the third year of expansion. The inventory was the largest since 1987. **Contact:** Ron Gustafson (202) 219-0767.

FOOD SAFETY FOR KIDS -- USDA TV has produced two new features that are just for kids. The features cover the basics of food safety and nutrition for students who prepare their own after-school snacks. Information includes the importance of kitchen cleanliness, keeping food refrigerated, how to use a microwave safely and how to select snacks that taste good and are good for you. Satellite transmission times for these stories are Sat., March 7, 10 a.m. to 10:45 a.m. and Mon., March 9, 8 a.m. to 8:45 a.m. **Contact:** Lynn Wyvill (202) 720-4330.

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Fax: (202) 690-2165

Ag NewsFAX (202) 690-3944

FROM OUR RADIO SERVICE

AGRICULTURE USA #1813 -- Brenda Curtis talks with Health and Human Services Secretary Louis Sullivan about President George Bush's proposed health care plan and the state of rural health care. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1295 -- Rural health care update; a warm winter; chicken's bad rap; preventing heart disease; nutrition by phone. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1804 -- USDA News Highlights; wetlands reserve program; President Bush's proposed health plan outlined; testing your well; bleach brighteners. (Weekly reel of news features.)

NEWS FEATURE FIVE #1510 -- Rust busters; research in the fast lane; keeping catfish healthy; catfish diseases; rising catfish consumption. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., March 18, fruit and tree nut outlook; ag chemical usage; Thurs., March 19, ag outlook; Fri., March 20, livestock and poultry update, cattle on feed; Mon., March 23, ag trade update, catfish report, poultry production; Tues., March 24, weekly weather and crop update, vegetable production. **(These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- Lynn Wyvill reports on how to teach your children about food safety, and has a two-part feature just for kids on how to fix after-school snacks with safety and nutrition in mind.

ACTUALITIES -- Excerpts from Secretary of Agriculture Edward Madigan's radio news conference Mon., March 2; USDA meteorologist Norton Strommen on the latest weather and crop conditions; USDA economist Barbara Claffey on the latest Agricultural Outlook; USDA economist Ron Gustafson on livestock outlook; USDA economist Bob Skinner on cotton; USDA analyst John Werner on the outlook for the western water supply.

UPCOMING FEATURES -- DeBoria Janifer reports on nutrition labeling education and Lynn Wyvill reports on research and promotion boards.

EVERY OTHER WEEK -- Agriculture Update, five minutes of USDA farm program information in "news desk" format with B-roll.

Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8: Thursdays from 7:30 - 7:45 p.m., EST, Saturdays from 10 - 10:45 a.m., EST, and Mondays from 8 - 8:45 a.m., EST.

OFFMIKE

THERE'S INTEREST IN DIVERSIFICATION...among several farmers in the area served by **Ron Hendren** (WTAD, Quincy, Ill.). Ron says corn and hogs are the mainstays, but the region has a soil and climate that allows most anything to grow. Producers are experimenting with peanuts, buffalo and ostrich.

THE U.S. AUTO INDUSTRY...could learn a lot from agriculture, says **Terry Henne** (WSGW, Saginaw, Mich.). He says agriculture will likely become the number one revenue generator in the state this year, replacing auto manufacturing. Tourism ranks third. Terry broadcast live from the Michigan Bean Day conference in Saginaw, Feb. 25. Fifteen hundred producers and 80 exhibitors met to discuss improving marketing, quality and packaging of dry edible beans. Nearly the entire crop is exported.

MOVED...**Bill Austin** (WDZQ, Decatur, Ill.) from WSOY, Decatur replacing **Gwinner Snyder**. Bill reports formation of the Heartland Network that includes **Art Schrest**, (WJBC, Bloomington) and **Peggy Kaye Fish** (WFMB, Springfield). **Orv Graham** (WSOY) (217) 877-5371 is looking for a farm director with one year of experience.

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Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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POTATO PRICES...are reflecting last year's increased acreage and big crop, says **Bob Burtenshaw** (KUPL, Idaho Falls, Idaho). The large production has kept prices depressed all winter. Grain producers like their markets, Bob says. Producers tell him they plan to boost acreage this spring.

CONGRATULATIONS...to **Gary Truitt** (AgriAmerica Network, Indianapolis, Ind.). The Indiana Pork Producers have named Gary to their communications committee. One of the committee's goals is to examine ways the association can improve its use of radio to get its message to farm and non-farm audiences. ...to **Von Ketelsen** (KOEL, Oelwein, Iowa) who was profiled in the February issue of Mid-Am Reporter. The article says Von's approach to farm broadcasting is to place farm markets first, followed by farm news that gets local people on the air.

IT'S ALWAYS A GOOD TIME...to promote farm safety.



VIC POWELL
Chief, Radio & TV Division